



## Distracted Driving / Defensive Driving



# Introduction

Your Presenter:

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- ❖ An electronic copy of this presentation is available to you
- ❖ This is informal – ask questions at any time



# Today's Discussion

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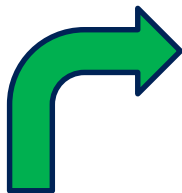
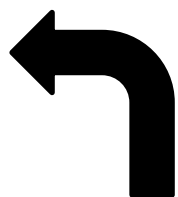
1. Distracted Driving
2. Defensive Driving
3. Misc. Auto Safety Related Topics



# How Well Of A “Distracted” Driver Are You??

- ❖ Grab your cup
- ❖ Grab your phone
- ❖ Sit on your scooter
- ❖ Open your texting app and text the following sentence to your own phone number while driving your electric scooter through the course
- ❖ “I want to see my family each day therefore I will not be distracted while driving”.
- ❖ What is your score????

# Choices...We Make Them Every Day



# Distracted Driving Video





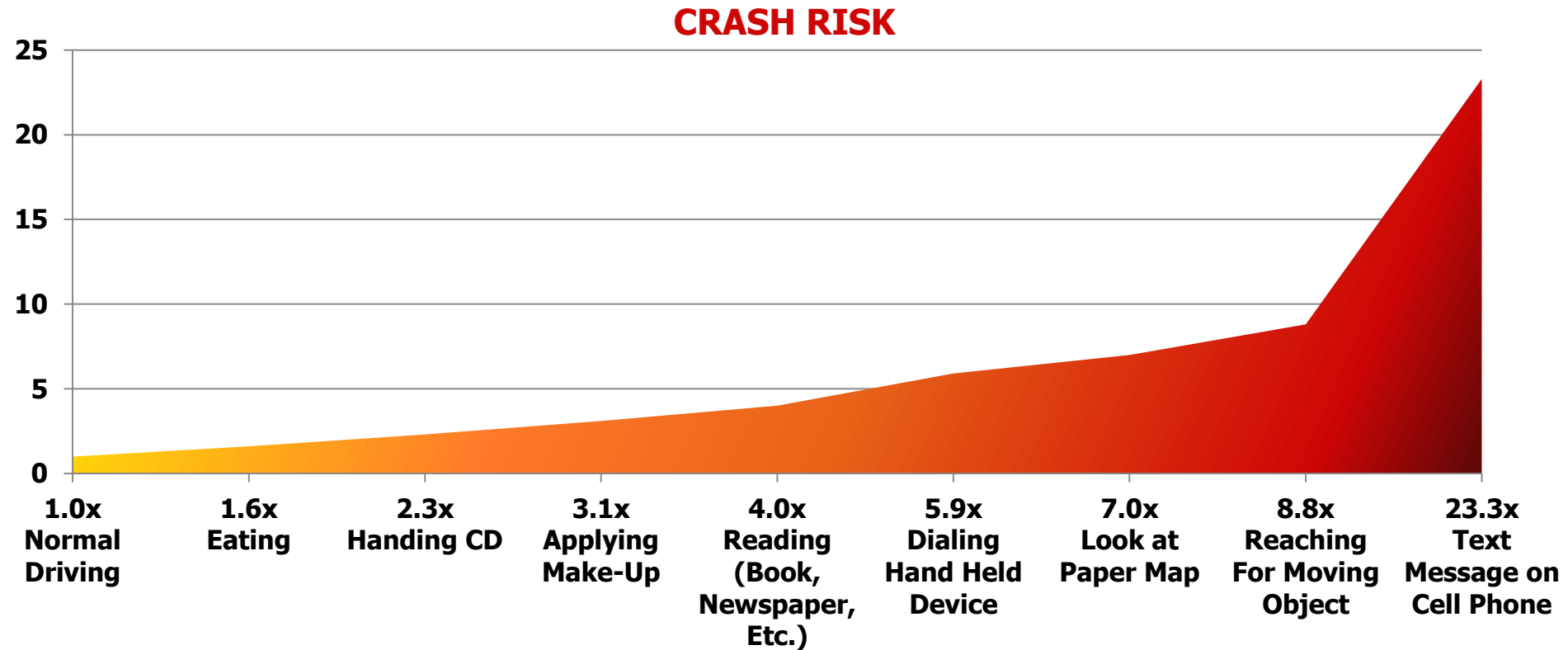
## Distracted Driving





# A look back in history:

This study was published in 2006!

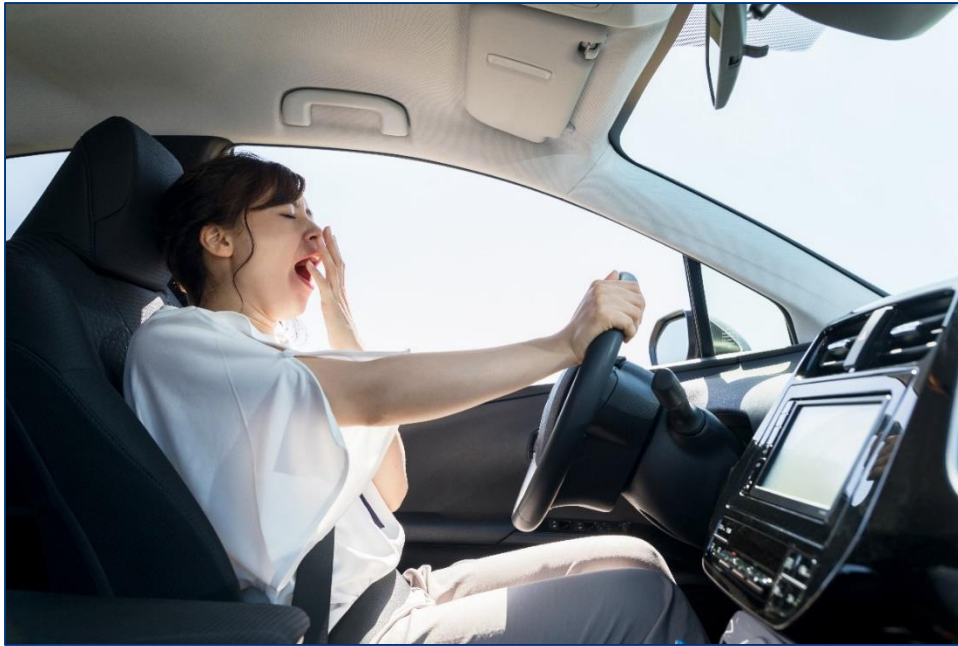


Source: (NHTSA-100 Car Naturalistic Driving Study 2006)



# Fatigue / Drowsy Driving

Additional studies in 2006 and 2010 found:



**12%** of all crashes and **10%** of all near-crashes involved **drowsy driving**.

**11%** of drivers surveyed said they had fallen asleep while driving during the past year.

**100,000** crashes were caused by **drowsy driving**, resulting in **40,000 injuries** and **1,550 deaths**.

**Source:**

Virginia Tech Transportation Institute 100-Car Study, 2006  
AAA Foundation for Traffic Safety Survey of 2,000 drivers, 2010.

# Distracted Driving Statistics – 2015

## One of the top three causes of accidents

- 3,477 deaths directly related to distracted driving
- 391,000 people injured by distracted driving



➤ 25% of crashes involve talking or texting on cell phones



➤ 47% of drivers say they are comfortable texting manually or through voice controls while driving



➤ 50% of the driving environment is unobservable to a driver using a cell phone while driving (handheld or hands-free)

**Source:** National Safety Council

# Cellular Phone Ownership

- ❖ In **2011** approximately **92.8 million** people owned SMART phones
- ❖ By **2018** this number increased to **224.3 million**
- ❖ The 2018 U.S. population was 326 million
- ❖ This is expected to grow to **271 million** by **2022**



# Distracted Driving Statistics – Today

- ❖ In the U.S., approximately **9 people are killed** and 1,000 others injured **each day** as a result of crashes involving a distracted driver.
- ❖ Since there is no way to test for distracted driving after an accident occurs, it's widely believed that the number of crashes, injuries, and fatalities caused by distracted driving are vastly under reported.



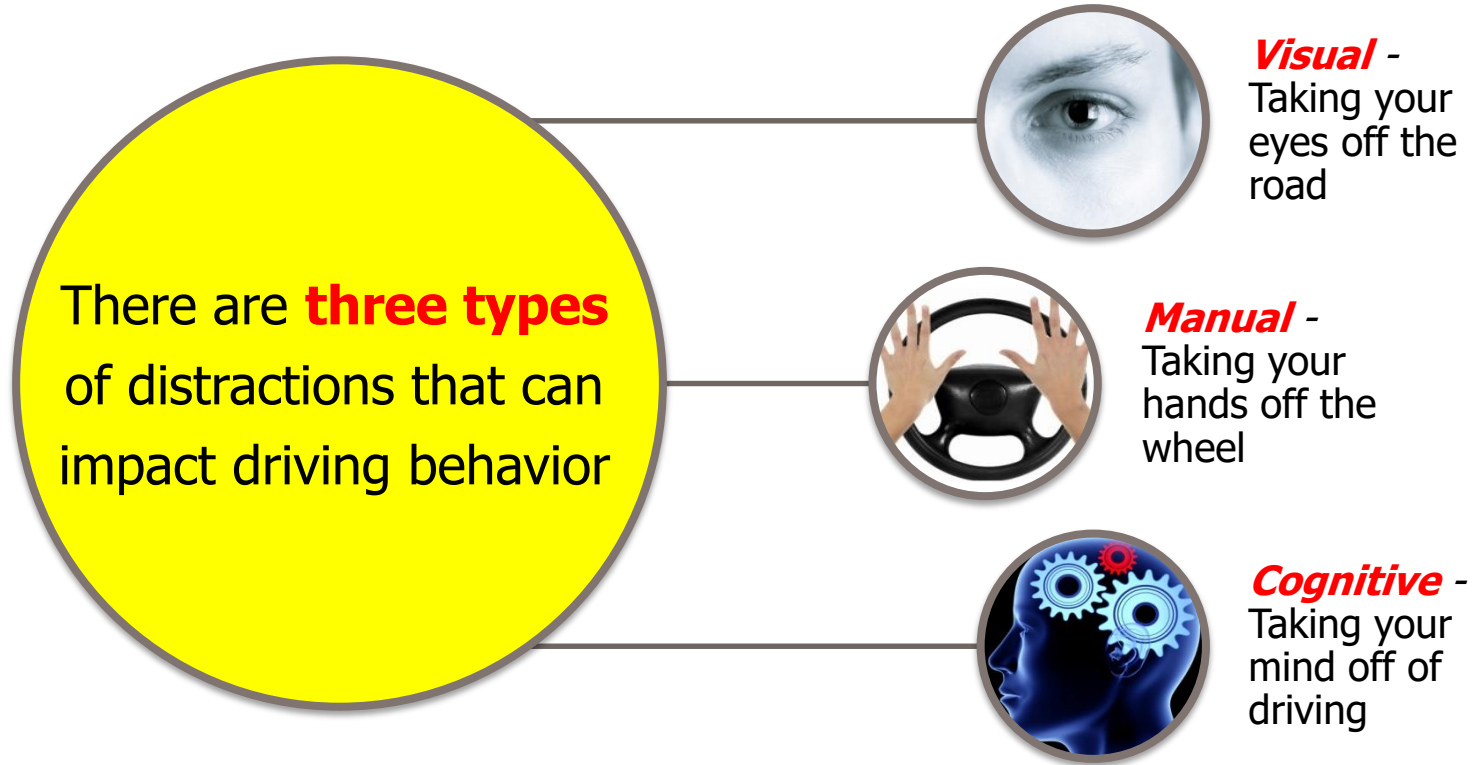
**Source:** Centers for Disease Control and Prevention  
[https://www.cdc.gov/motorvehiclesafety/distracted\\_driving/index.html](https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html)

## By comparison...

- ❖ Next level falls are the #1 leading cause of fatalities in the U.S. construction industry....every year.
- ❖ Between 150 and 200 workers are killed each year, as a result of a fall.
- ❖ Again, 9 people are killed every day in the U.S. because of distracted driving.
- ❖ Work related vehicular driver fatalities don't even have to be reported to OSHA (only one exception: if the fatal incident occurs in a construction work zone).

# What is Distracted Driving?

**Answer:** Operating a motor vehicle while engaged in other activities:



**Source:** National Highway Traffic Safety Administration (NHTSA)

# Distractions While Driving

- ❖ Cell phones
- ❖ Pedestrians
- ❖ Attitude/mood
- ❖ Food/drink
- ❖ Unknown surroundings
- ❖ Passengers
- ❖ Billboards
- ❖ Accidents
- ❖ Reaching for object
- ❖ Dashboard adjustments





## Distractions While Driving – cont...

- ❖ Music
- ❖ Road signs
- ❖ Insects/bugs
- ❖ Scenery
- ❖ Smoking
- ❖ Reading
- ❖ Personal grooming



## Consider this:

- ❖ When sending a text message while driving, the average person looks away from the road **for 5 seconds**.
- ❖ If you are texting and driving at **55 MPH**, you could travel the **length of a football field** without looking at the road.



# Common **Events** While Driving Distracted

- ❖ Miss turn
- ❖ Leave lane of travel
- ❖ Run stop light
- ❖ Tailgate other vehicles
- ❖ Speed
- ❖ Too fast for conditions
- ❖ Rear-end collision
- ❖ Hard brake event
- ❖ Luck



# Conditions That Affect Driving Ability

- ❖ Medication
- ❖ Hearing
- ❖ Mobility
- ❖ General physical health
- ❖ Stress
- ❖ Emotions
- ❖ Attitude
- ❖ Vision



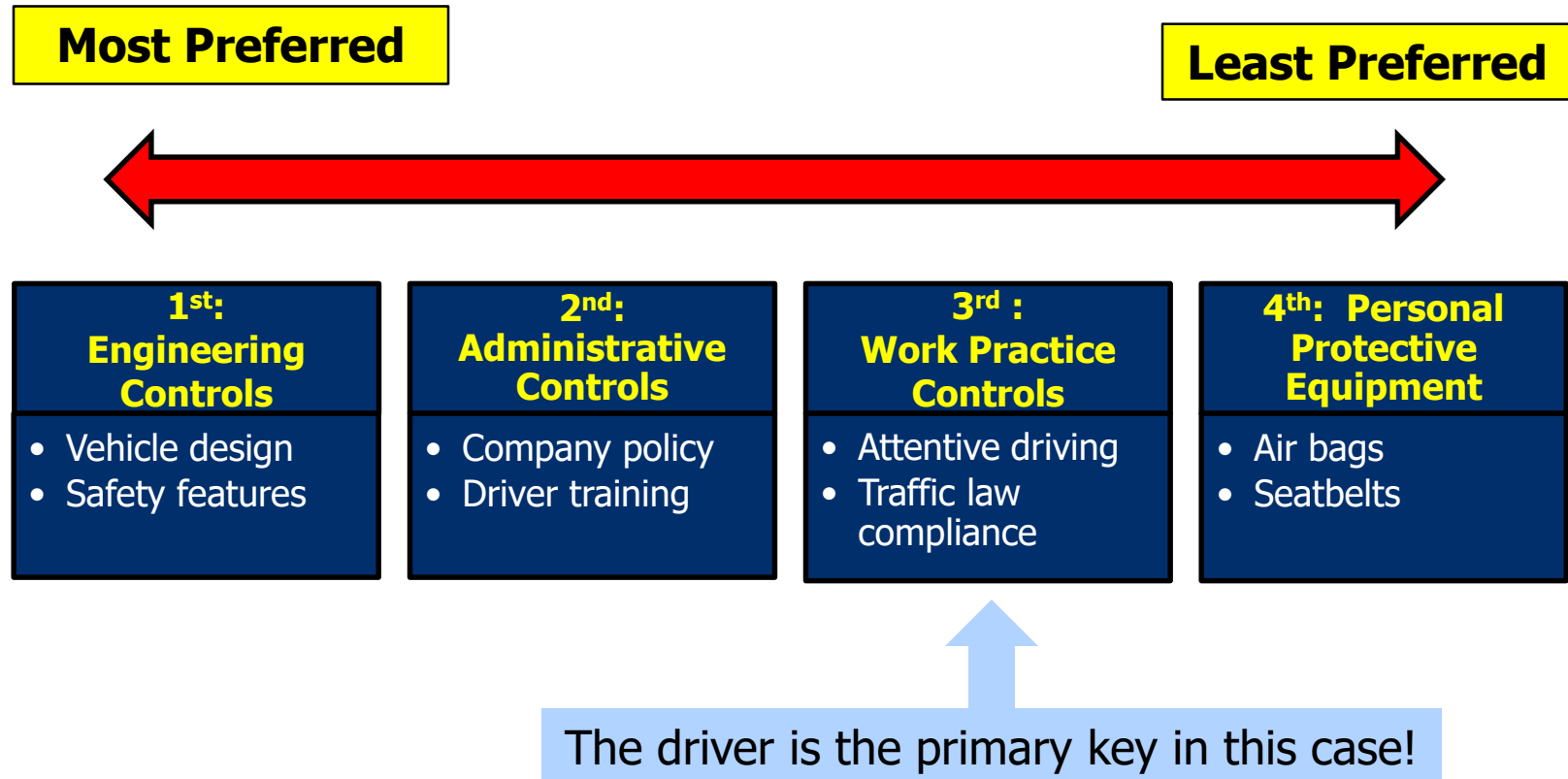
Are You Distracted?

# Ever listen to crash victim interviews?

- ❖ "I didn't think it would ever happen to me."
- ❖ "The truck came out of nowhere!"
- ❖ "I just looked away a couple seconds."
- ❖ "Looking back, that text message wasn't worth it."

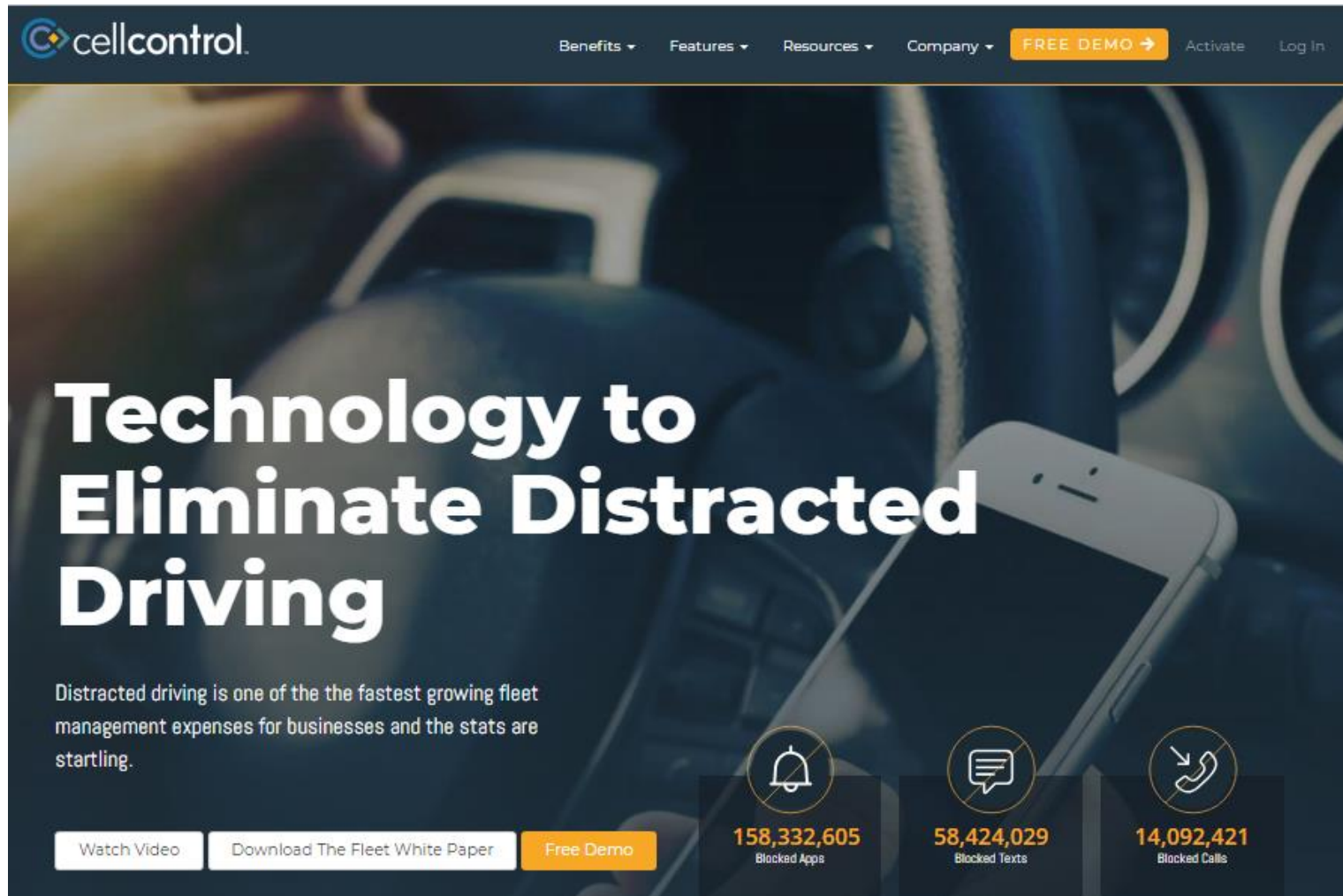


# How does the normal “hierarchy of hazard controls” apply to distracted driving?





# Combatting Distracted Driving with Technology



**cellcontrol.**

Benefits ▾ Features ▾ Resources ▾ Company ▾ **FREE DEMO** → Activate Log In

## Technology to Eliminate Distracted Driving

Distracted driving is one of the the fastest growing fleet management expenses for businesses and the stats are startling.

Watch Video Download The Fleet White Paper Free Demo

Blocked Apps	Blocked Texts	Blocked Calls
158,332,605	58,424,029	14,092,421

Source: <https://www.cellcontrol.com/>

# How can we, as drivers, stay focused on the task of driving?

1. Make a personal commitment to not be distracted while driving.
2. Plan ahead for distraction avoidance.
3. Follow all traffic laws.





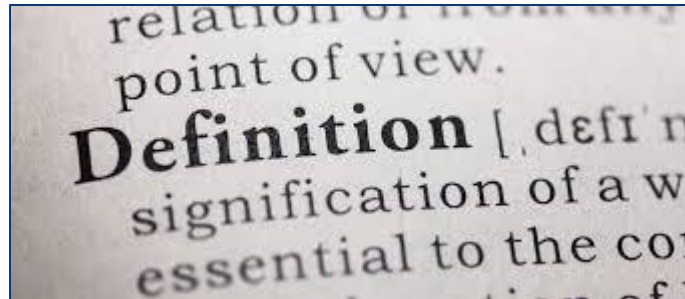
# Defensive Driving



# What is "Defensive Driving"?

- ❖ While the term can vary from state to state, defensive driving is both a style of driving and a type of safety course drivers can take.
- ❖ According to the National Safety Council, the term "defensive driving" means:

*"driving to save lives, time, and money, in spite of the conditions around you and the actions of others."*



# There are three types of drivers – which one are you?

## 1. Offensive



## 2. Defensive





## Types of drivers – cont...

3. Offensive Driver who **thinks** they are Defensive!



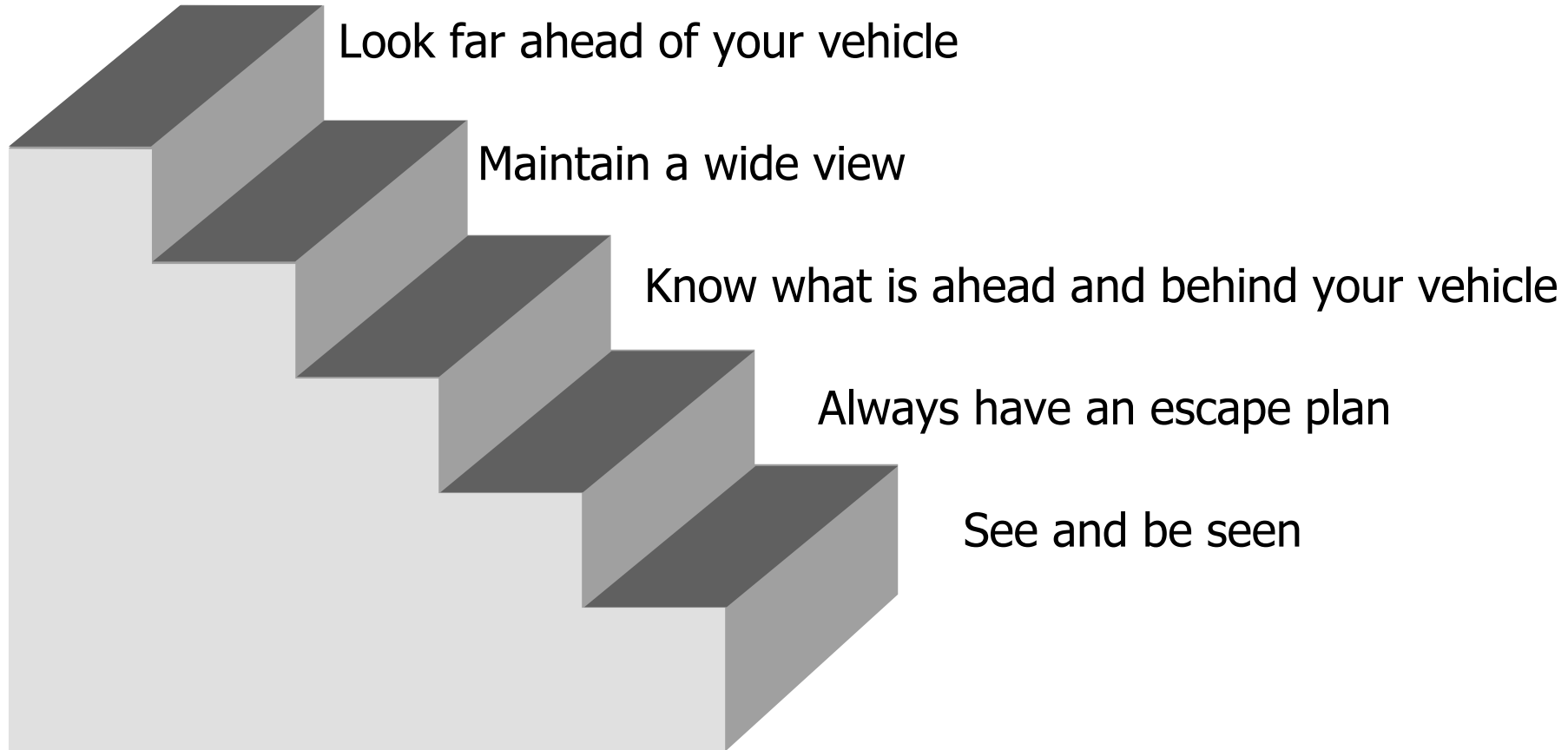
# Defensive Driving Plan

- ❖ Create your space
- ❖ Recognize the hazards
- ❖ Understand the defense
- ❖ Act correctly, in time





# 5 Step Formula for Safe Driving



## Defensive Driving Plan – cont...

### Look far ahead of your vehicle:

- ❖ 13 to 16 seconds
- ❖ Avoid situations that inhibit your vision



## **Maintain a wide view:**

- ❖ Move eyes continuously
- ❖ Scan area for hazards
- ❖ Avoid fixed stares – cone vision will result



## Defensive Driving Plan – cont...

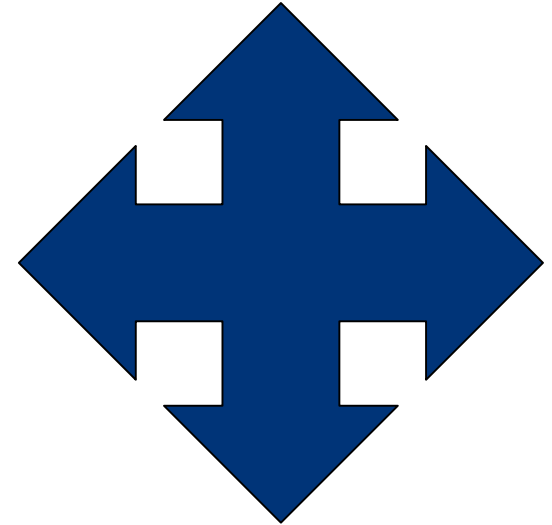
### Know what is ahead and behind your vehicle:

- ❖ Check mirrors every 4 to 7 seconds
- ❖ Be aware of your vehicles blind spots
- ❖ Avoid clusters
- ❖ Create space
- ❖ Maintain **at least** 2 seconds of following distance in good weather



### **Always have an escape plan:**

- ❖ Create space between you and other vehicles
- ❖ Anticipate the unsafe actions of others
- ❖ Plan for your exit upon entering



# Defensive Driving Plan – cont...

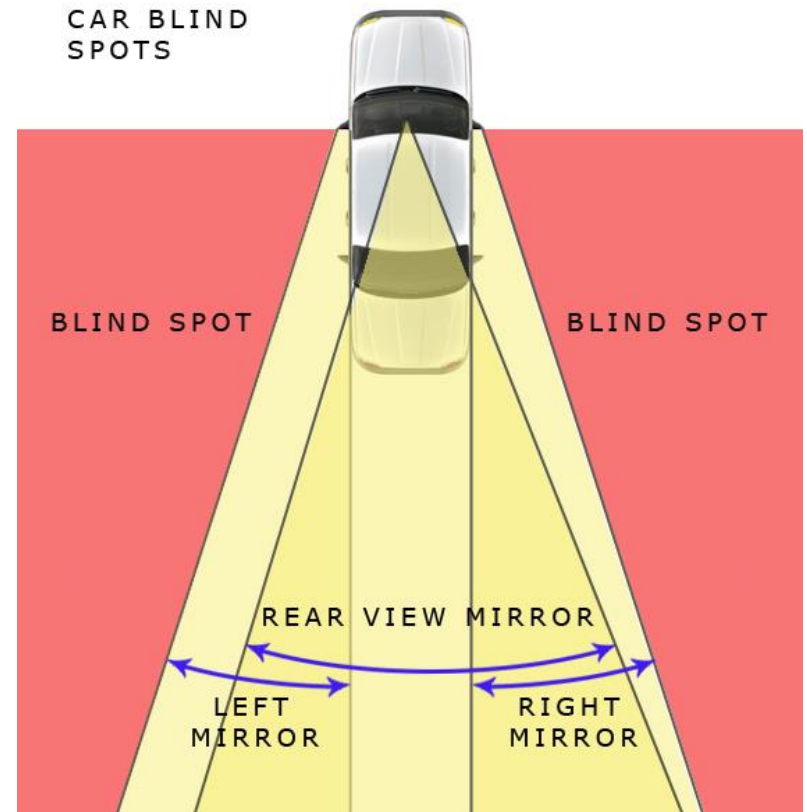
## See and be seen:

- ❖ Lights
- ❖ Turn Signals
- ❖ Mirrors
- ❖ Windshield
- ❖ Horn



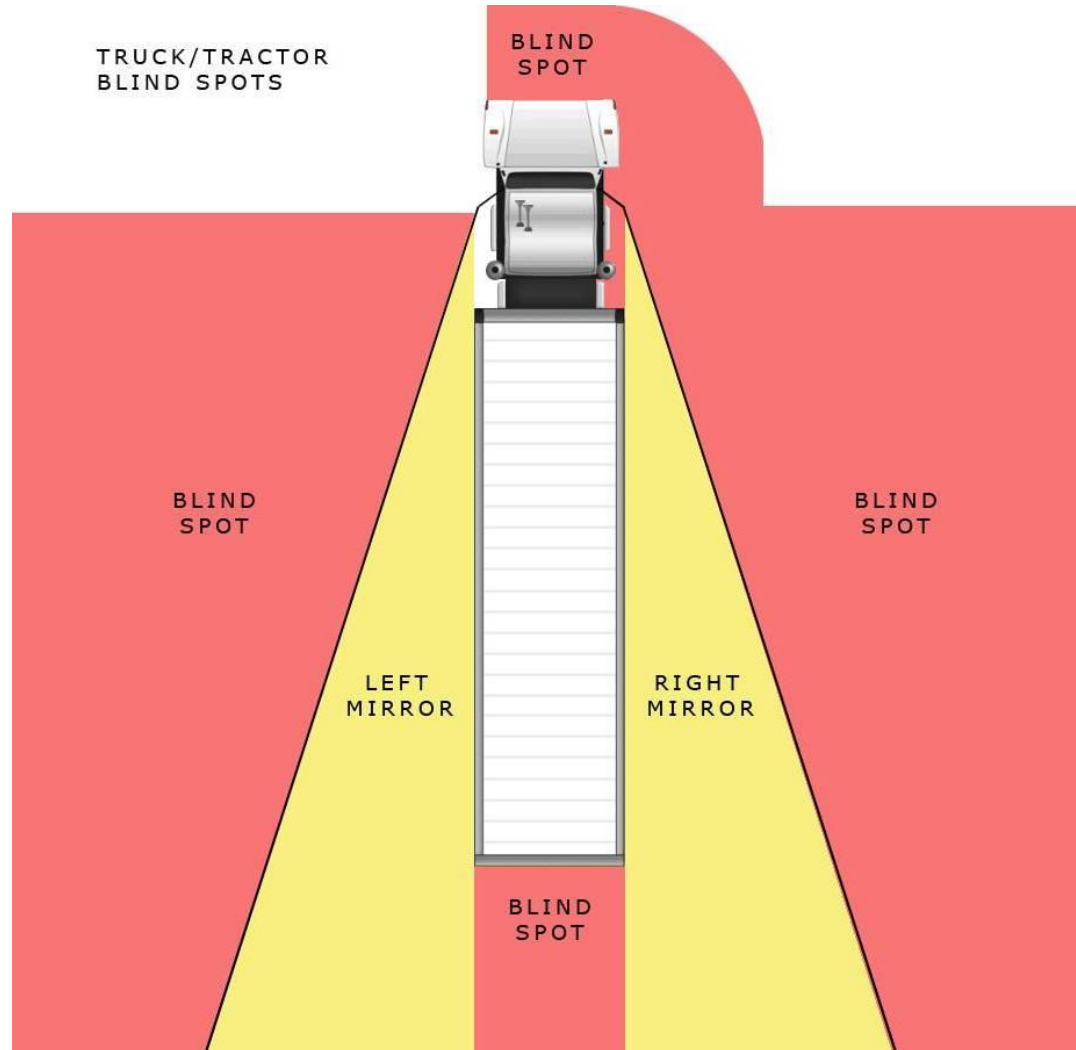
# Blind Spots

- ❖ Areas to the side of your car that can't be seen in your mirrors
- ❖ Know where the blind spots are on your own vehicle
- ❖ Quick look over your shoulder
- ❖ Engage turn signal long before changing lanes
- ❖ Minimize time spent in other drivers' blind spots





# Truck Blindspots



# Why Collisions Occur

- ❖ Inattention
- ❖ Not enough time
- ❖ Not enough space
- ❖ Others' mistakes
- ❖ Failure to adjust to conditions
- ❖ Attitude/emotions

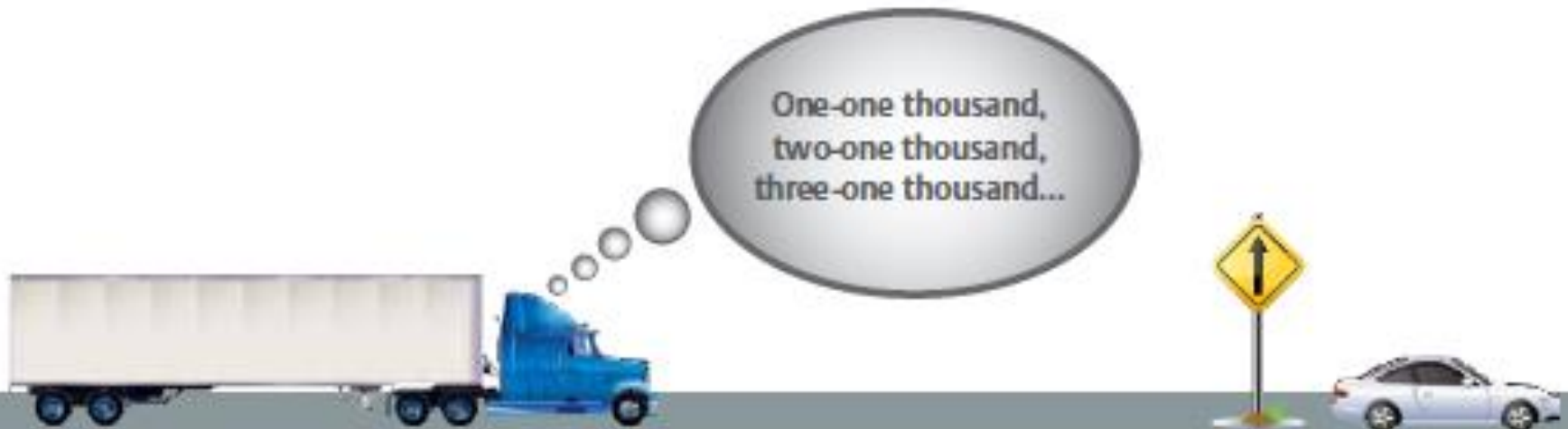




## Following Distance



# Measure Following Distance in Seconds



# How Much Space Do You Need?

Answers:

- ❖ **2-4 seconds minimum** – Passenger vehicles, light vans, pickups
- ❖ **4-6 seconds** – Utility trucks, box trucks, straight trucks and autos or pickups towing trailers
- ❖ **6-8 seconds** – Heavy trucks, buses, & tractor trailer rigs

***Increase following distances under adverse conditions***

# Total Stopping Distance

In front of the vehicle:

1. **Perception Time:** The seconds of time required to identify a problem.

3/4 second or more

2. **Reaction Time:** The seconds of time it takes a driver to lift his/her foot off the accelerator pedal and apply the brake pedal.

3/4 second or more

3. **Braking Distance:** The distance needed to actually stop the vehicle. (varies by vehicle size and weight, brake system, etc.)

# Total Stopping Distance – cont...

## Automobile traveling at 30 mph

- ❖ Perception Distance **33 feet**
- ❖ Reaction Distance **33 feet**
- ❖ Braking Distance **43 feet**

**Total stopping distance 109 feet**



## Automobile traveling at 65 mph

- ❖ Total stopping distance – 344 feet!!!

**3 to 4 times the length!!!**



# Car Manufacturers' Following Distance Technology

- ❖ Automatically maintains a safe distance between you and traffic ahead
- ❖ Helps prevent rear-end collisions
- ❖ Distances can be adjusted or system turned off completely





Speeding



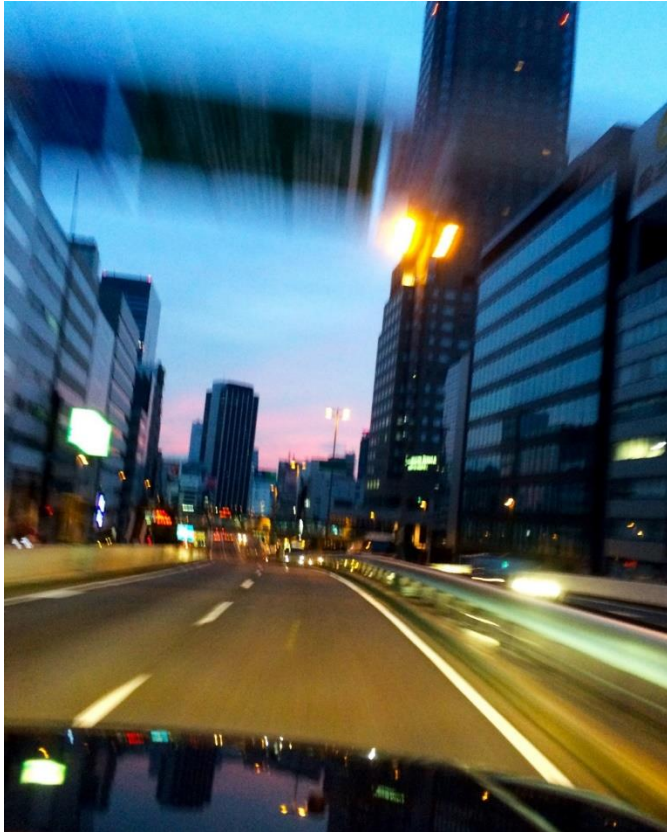
### **Driving the “speed limit” is not always safe...**

Conditions affecting speed management are:

1. Reduced visibility.
2. Reduced traction from adverse weather conditions.
3. Curves / blind spots.
4. Downgrades.
5. Pedestrians / congestion.



# Question: Why do people speed?



- ❖ Get there faster
- ❖ Keeping up with traffic
- ❖ To pass another driver
- ❖ Beat other vehicles to the next light or exit

# Speeding – cont...

- ❖ How much time is saved?
- ❖ What is the risk?
- ❖ What are some potential consequences?
- ❖ Is it worth the risk?





How much time do we actually save?



**Arrival Time =  
5 Minutes  
Difference!**





## Seat Belts





# Seat Belts Save Lives!

- ❖ One of the safest choices drivers can make is to buckle up.
- ❖ In 2016, seat belt use in passenger vehicles saved an estimated 14,668 lives.
- ❖ The national use rate is at 90.1 percent –nearly 27.5 million people still don't buckle up!
- ❖ Of the 37,461 people killed in motor vehicle crashes in 2016, **48 percent** were not wearing seat belts.
- ❖ If you buckle up in the front seat of a passenger car, you can reduce your risk of:
  - ✓ Fatal injury by 45 percent
  - ✓ Moderate to critical injury by 50 percent
- ❖ If you buckle up in a light truck, you can reduce your risk of:
  - ✓ Fatal injury by 60 percent
  - ✓ Moderate to critical injury by 65 percent

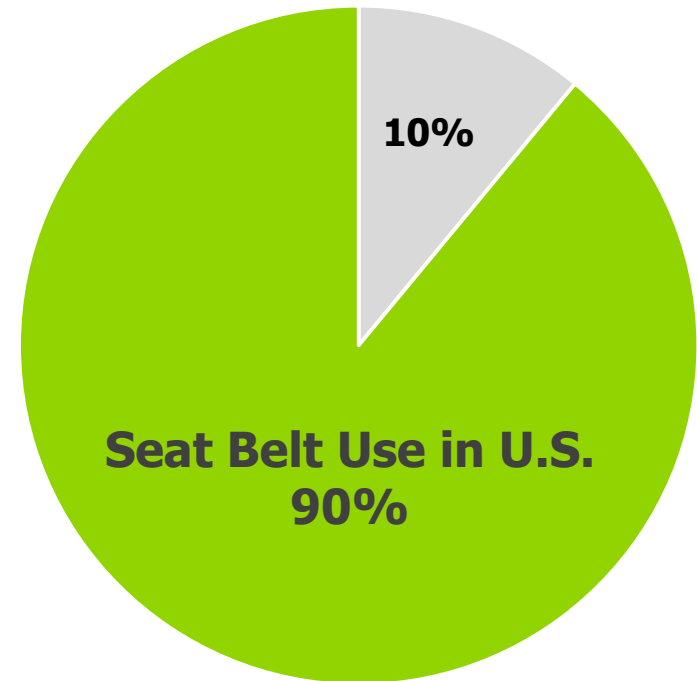


**Source:** National Highway Traffic Safety Administration, <https://www.nhtsa.gov/risky-driving/seat-belts>

# Seat Belts – cont...

Professional drivers wear seatbelts because:

- ❖ Seatbelts keep them in the seat to control the vehicle
- ❖ They help keep them from being ejected



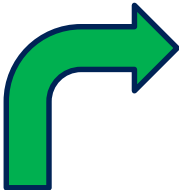
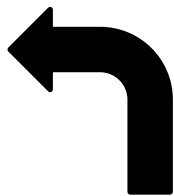
Are you in the 10%?



Choices



Choices...we make thousands of them every day.



## Choices – cont...



He/she made the wrong **choice(s)** which led to this.

This driver didn't choose to crash the vehicle that day!



...and sometimes the outcomes are **much** worse.





Company image can be tarnished as well!





# Driving **is** a Choice.....Drive it Home!!!

- ❖ Distracted driving
- ❖ Defensive driving
- ❖ Speeding
- ❖ Seat belts



How do you **choose** to drive?

## Bottom line...

- ❖ It takes a personal commitment to consistently drive safely
- ❖ Lead by example!



# Who benefits from safe driving?

1. Employees
2. Employees' families
3. Employers
4. General public

**EVERYONE !!!**



# Popular 3<sup>rd</sup> Party Driver Training

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- ❖ Smith System
- ❖ National Safety Council - Training kits, online training, in-class training
- ❖ JJ Keller – Training Kits, Videos
- ❖ Click Safety – Online driver training
- ❖ UL Pure Safety – Online training
- ❖ Pro-Tread Driver Training – Online training primarily for regulated fleets
- ❖ Infinit-i Workforce Solutions - Online training primarily for regulated fleets

Questions?



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